



Shawarma Business Checklist in Nigeria

Starting a shawarma business in Nigeria can be a rewarding venture if done with careful planning and execution. This guide provides a comprehensive checklist to help you move from idea to a successful business, covering key areas from planning to post-launch growth. Follow the step-by-step guide to avoid common pitfalls and ensure your business is profitable.

How to Use This Checklist

This checklist is designed for:

- First-time food business owners
- Small business beginners in Nigeria
- Anyone planning a shawarma stand, kiosk, or shop
- Readers who want a printable business checklist

Instructions:

1. Tick each box as you complete the task.
2. Follow the sections in order.
3. Use it digitally or print it out.
4. Review before launch and monthly after launch.

1. Business Planning Checklist

Build the foundation of your shawarma business before spending money.

- Decide on your business model: roadside stand, kiosk, shop, food truck, or delivery-only.
- Choose a business name.
- Define target customers.
- Decide what type of shawarma to sell.
- Choose extra menu items.

- Write a simple business plan.
- Set your startup budget and running costs.
- Decide on your selling price and expected profit margin.
- Decide whether to start alone or hire staff.
- Set growth target for 3–12 months.

Quick Tip: Do not start by buying equipment first. Plan your market, setup, and cost first.

2. Business Registration and Compliance Checklist

- Register your business name.
- Confirm local permits required.
- Understand basic food safety rules.
- Open a business bank account.
- Create simple sales and expense records.
- Prepare receipts or proof-of-payment process.
- Check sanitation requirements.
- Enforce hygiene rules for all food handlers.

Quick Tip: Treat your business like a real business from day one, even if small.

3. Location Checklist

- Choose a high-traffic area with your target customers.
- Ensure safety during evening sales.
- Make sure your stand/shop is visible from the road.
- Confirm water, waste disposal, and power access.
- Compare rent with your budget.
- Study nearby competitors.
- Confirm easy customer access and delivery rider navigation.
- Visit during peak hours before deciding.

Quick Tip: A good location can save a weak marketing plan. A bad one can ruin a great product.

4. Shawarma Equipment Checklist

- Shawarma grill/machine.
- Gas cylinder, accessories, and burner.
- Refrigerator or freezer.
- Toaster/sandwich press.
- Microwave (if needed).
- Prep table, knives, chopping boards, mixing bowls.
- Stainless trays, tongs, and food storage containers.
- Gloves, hair nets, aprons.
- Waste bin, cleaning supplies, and handwashing setup.
- Cooler for drinks, generator, or backup power.

- Signboard, exterior lighting.
- POS terminal, cash box.

Quick Tip: Buy quality equipment where it matters most to avoid delays and costly repairs.

5. Ingredients and Stock Checklist

- Shawarma bread/wraps, chicken, beef, sausages.
- Cabbage, carrots, onions, tomatoes, and cucumbers.
- Mayonnaise, ketchup, chili sauce.
- Spices: shawarma mix, garlic, ginger, curry, thyme, salt, black pepper.
- Butter or cooking oil, cheese (optional).
- Foil wrap, takeaway packs, tissues, disposable cutlery.
- Drinks, bottled water.
- Inventory notebook or stock sheet.

Quick Tip: Keep enough stock for fast-moving items like bread, meat, vegetables, and sauces.

6. Supplier Checklist

- Find at least 2 meat suppliers, 1 bread supplier, and 1 vegetable supplier.
- Compare prices, test quality, and ask for bulk discounts.
- Confirm restocking schedules.
- Keep backup suppliers for critical items.
- Track supplier reliability weekly and build strong relationships.

Quick Tip: Never depend on only one supplier for main ingredients.

7. Menu and Pricing Checklist

- Decide shawarma sizes and standard portions.
- Create chicken, beef, and mixed recipes.
- Test sauces and spice levels.
- Add combo meals if needed.
- Create a menu board and calculate the cost per item.
- Set the selling price and confirm the profit.
- Test recipes with real people before launch.

Quick Tip: Don't guess prices—know your food cost first and price for profit.

8. Branding Checklist

- Create logo and brand colors.
- Design signboard, menu board, simple packaging.
- Create Instagram, Facebook, TikTok, and WhatsApp Business accounts.
- Add address, phone number, and business message consistently.

Quick Tip: People remember organized, consistent branding even if the business is small.

9. Setup and Operations Checklist

- Clean the stand/shop, install equipment.
- Test the shawarma machine, fridge, and gas connection.
- Set prep stations, customer service area, and payment methods.
- Create prep, cleaning, waste disposal, and restocking routines.
- Prepare emergency plans and a first aid box.

Quick Tip: Smooth operations reduce stress and improve service speed.

10. Staffing Checklist

- Decide the staff needed, hire cooks, cashiers, and delivery riders.
- Train staff on hygiene, recipes, customer service, upselling, and cleaning.
- Set shifts, salary structure, and staff rules.
- Monitor performance regularly.

Quick Tip: A good worker can improve your business; a careless one can damage your reputation.

11. Hygiene and Food Safety Checklist

- Wash vegetables, store raw meat safely.
- Keep raw and cooked items separate.
- Clean surfaces, use gloves, aprons, and pest control.
- Dispose of waste daily, check expiry dates, and maintain storage temperature.

Quick Tip: Cleanliness keeps customers coming back even more than taste.

12. Marketing Checklist

- Plan opening-day promotions, launch discounts, and flyers.
- Post food prep videos, customer reviews, and pictures on social media.
- Use local hashtags, location tags, and WhatsApp promotion.
- Create referral offers, loyalty rewards, and partner with offices/students.
- Register on delivery platforms and promote peak-hour offers.

Quick Tip: Marketing should continue every week, not just opening week.

13. Delivery and Sales Checklist

- Decide delivery options, radius, and fees.
- Work with reliable riders, create an order process, and packaging standards.
- Use WhatsApp or a digital menu for orders, track complaints/delays.

Quick Tip: Fast, neat delivery turns first-time buyers into regulars.

14. Financial Management Checklist

- Record startup expenses, daily sales, and expenses.
- Separate business and personal money, keep receipts, and count stock.
- Review profit, losses, wastage, restocking, repairs, and growth monthly.

Quick Tip: Track money carefully—many small businesses fail despite daily sales.

15. Launch Checklist

- Finish setup, stock ingredients, and test equipment.
- Confirm staff readiness, display the menu, and test payment options.
- Announce the opening on social media, and offer an opening special.
- Take photos/videos, get customer feedback, fix problems quickly.

Quick Tip: A strong launch builds trust and your first repeat customers.

16. Post-Launch Improvement & Growth Checklist

- Review customer feedback, track best-selling items, and improve weak items.
- Increase speed, improve packaging, adjust pricing.
- Post consistently online, strengthen supplier relationships.
- Introduce new menu items, premium options, and combos.
- Expand delivery, improve branding, build customer contact list, reward loyalty.
- Open the second outlet only after the first is stable, and create a long-term expansion plan.

Quick Tip: Growth should come from stability, not excitement alone.

17. Common Mistakes to Avoid

- Starting without a clear budget.
- Choosing a poor location.
- Buying poor-quality equipment.
- Ignoring hygiene or inconsistent taste.
- Poor customer service, overspending on branding.
- Underpricing, failing to track sales and expenses.
- Relying on one supplier, running out of stock, and neglecting marketing.

Quick Tip: Most mistakes are preventable with proper planning.

18. Daily Operations Mini Checklist

Open-Up Checklist

- Clean the stand/shop, check gas/power, fridge temperature.
- Prep vegetables, meat, sauces, and packaging.

- Confirm payment channels, brief staff, and open on time.

Close-Down Checklist

- Count stock, record sales/expenses, and clean grill/tools.
- Store ingredients properly, dispose of waste, turn off appliances, and lock up.
- Create a restock list for the next day.

Final Action Page

Start your shawarma business in Nigeria the smart way:

- After you have successfully downloaded this full business plan template.
- Estimate startup cost.
- Decide business model.
- Write the menu draft.
- Create an equipment list.
- Shortlist 3 locations.
- Find 2–3 key suppliers.
- Set launch date.
- Create business pages online.
- Start small, but start properly.

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